

**EEO PUBLIC FILE REPORT**

for

**WBHM(FM)**

**This EEO Public File Report Covers the Period  
November 1, 2020 thru November 30, 2021**

## EEO Rules and Policies for Radio

EEO Rules and Policies for Radio rules and policies. The rules prohibit discrimination in hiring based on race, color, religion, national origin or gender by broadcasters. The EEO rules require broadcasters employing five or more full-time employees to maintain an EEO recruitment program. The recruitment rules include requirements to provide notice of job vacancies and to undertake additional outreach measures to all qualified job candidates, such as holding job fairs and establishing internship programs.

FCC rule requirements The FCC's EEO rules require broadcasters subject to the recruitment requirements to:

- Widely distribute information concerning each full-time (30 hours or more) job vacancy, except for vacancies that need to be filled in demanding or special circumstances.
- Provide notice of each full-time job vacancy to recruitment organizations that request notice.
- Complete two (for broadcast employment units with five to 10 full-time employees that are located in smaller markets) WBHM is located in the #61 Market.
- Nonexempt radio station SEUs licensed to communities in Alabama must earn at least the required minimum number of Menu Option credits during the two year "segment" between December 1, 2019 and November 30, 2021, as well as during the previous two-year "segments" of their license terms.

**While WBHM does not meet the requirement for four (4) Menu options the Management of WBHM has decided to go ahead and complete all suggested for each segment. These Menu Option initiatives include sponsoring job fairs, participating in job fairs, having an internship program and employee Professional development.**

**In Section B there will be a 2 letter code to identify the types of Menu Options**

**C/O = Community Outreach**

**S/T = Staff Training**

**P/D = Professional Development**

**M/O = Mentoring, OJT, Internships (limited this year due to Pandemic)**

The requirements are more limited for entities in smaller markets. The FCC reviews broadcasters' compliance with EEO rules:

- At the time of a broadcaster's license renewal.
- At mid-term during the license period for radio stations with 11 or more full-time employees.
- Through random audits.

***Recruitment Activity Summary***  
***December 1, 2020-November 21, 2021***

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

**1. Total Full-Time Vacancies**

During the period ending on November 21, 2021, there were 6 full time job vacancies:

WBHM EXECUTIVE DIRECTOR,

DEVELOPMENT ASSOCIATE,

WBHM NEW REPORTER X2

WBHM BUSINESS MANAGER I

BUSINESS PROGRAM MANAGER I, GULF COAST REGIONAL NEWS HUB

OFFICE SERVICES SPECIALIST II

**2. Total Interviewees for Full-Time Vacancies**

During the period ending on November 30, 2021, there were (7) full time job vacancies filled and (30 so far) interviews of candidates?

**3. Recruitment Sources**

The following are the recruitment sources collected for use in the event of a recruitment opportunity for all positions. We will revise and add to the list as appropriate:

- University of Alabama at Birmingham Career Page
  - [www.wbhm.org](http://www.wbhm.org) and [www.uab.edu](http://www.uab.edu) )
  - WBHM 90.3 FM On-Air Broadcasts
  - AWARE Disability Management
  - Employee Referral
  - Friend
  - Corporation for Public
  - Broadcasting (CPB) Jobline [www.cpb.org/jobline](http://www.cpb.org/jobline)
  - WBHM FaceBook
  - Twitter/Reddit/other
  - Current Magazine (paid)
  - INDEED [www.indeed.com](http://www.indeed.com)
  - NPR Recruitment
  - LinkedIN
  - I Hire Broadcasting
  - Birmingham Business Journal Job Fair
  - **Alabama Broadcasters Association Virtual Job Fair**  
This Virtual Fair included the WBHM positions  
**WBHM Reporter**  
**Managing Editor for Gulf States News Hub**
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**The Following Exhibits (A and B) Catalogue WBHM's (A) Vacancy/Hiring Information and (B) Training-Professional Development, Outreach to the Public, Job Fair Activity and Internship/Mentorship Initiatives.**

## **EXHIBIT A**

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **EXECUTIVE DIRECTOR**

Recruitment Source that Referred the Hiree: Livingston & Associates

Date Vacancy Opened: 1/25/2021

Date Vacancy Filled: 6/21/2021

Total Number of Persons Interviewed for the Vacancy: 4

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	1
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	1
Corporation for Public	0
Broadcasting (CPB)	0
WBHM FaceBook	0
Twitter/Reddit/other	0
Current Magazine (paid)	1
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	2
LinkedIN	2

## **FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **Development Assoc**

Recruitment Source that Referred the Hiree: BBJ Career Fair

Date Vacancy Opened: 2/23/2021

Date Vacancy Filled: 5/24/2021

Total Number of Persons Interviewed for the Vacancy: 9

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	14
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	0
Corporation for Public Broadcasting (CPB)	0
Twitter	1
WBHM FaceBook	1
Twitter/Reddit/other	0
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	3
LinkedIN	3
BBJ Career Fair	1

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **Reporter**

Recruitment Source that Referred the Hiree: LinkedIn

Date Vacancy Opened: 10/30/2020

Date Vacancy Filled: 3/8/2021

Total Number of Persons Interviewed for the Vacancy: 5

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	3
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	1
Corporation for Public Broadcasting (CPB)	0
Twitter	1
WBHM FaceBook	2
other	10
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	5
LinkedIn	6

## **FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **Reporter**

Recruitment Source that Referred the Hiree: Former News Director Gigi Douban

Date Vacancy Opened: 5/21/2021

Date Vacancy Filled: 6/1/2021

Total Number of Persons Interviewed for the Vacancy: 1

**This position was filled via “Report for America”**

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	4
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	2
Corporation for Public	0
Broadcasting (CPB)	0
Twitter	0
WBHM FaceBook	0
Twitter/Reddit/other	0
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	3
LinkedIN	3
I Hire Broadcasting	1



**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **Business Officer I**

Recruitment Source that Referred the Hiree: UAB Careers Page

Date Vacancy Opened: 4/12/2021

Date Vacancy Filled: 5/6/2021

Total Number of Persons Interviewed for the Vacancy: 7

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	22
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management	0
Program Referral (Recruitment Event)	0
Employee Referral	0
Corporation for Public Broadcasting (CPB)	0
WBHM FaceBook	1
Twitter/Reddit/other	0
Current Magazine (paid)	1
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	3
Publicmediajobs.org	1
LinkedIn	3

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **GULF COAST REGIONAL NEWS HUB PROGRAM  
MANAGER I**

Recruitment Source that Referred the Hiree: Michelle LaRoche, NPR Recruitment consultant

Date Vacancy Opened: 6/25/2021

Date Vacancy Filled: 9/1/2021

Total Number of Persons Interviewed for the Vacancy: 4

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	38
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
AWARE Disability Management	0
Program Referral (Recruitment Event)	2
Employee Referral	1
Corporation for Public Broadcasting (CPB)	0
WBHM FaceBook	1
Twitter/Reddit/other	0
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	25
Publicmediajobs.org	0
LinkedIN	3

**FULL-TIME VACANCY EEO INFORMATION**

Job Title of Vacancy: **OFFICE SERVICES SPECIALIST II**

Recruitment Source that Referred the Hiree: UAB Career Fair

Date Vacancy Opened: 8/10/2021

Date Vacancy Filled: 10/12/2021

Total Number of Persons Interviewed for the Vacancy: 2

<b>Recruitment Source</b>	<b>Total Number of Referrals</b>
University of Alabama at Birmingham Career Page	22
www.wbhm.org and www.uab.edu )	0
WBHM 90.3 FM On-Air Broadcasts	0
Employee Referral	0
Corporation for Public	0
Broadcasting (CPB)	0
WBHM FaceBook	0
Twitter/Reddit/other	0
Current Magazine (paid)	0
INDEED <a href="http://www.indeed.com">www.indeed.com</a>	14
LinkedIN	1

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## **EXHIBIT B**

### **MENU OPTION ACTIVITIES**

**Station WBHM has engaged in the following Staff Training activities during the period covered by this Report covering 47CFR 73.2080.**

- Managerial Staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include HR training, FSLA Training, Manager Skills training and Performance Appraisal methods and application. Workshops include online elements and classroom training.
- Other training included: **CPB is requiring annual harassment prevention training for all officers, employees and interns of each station as a condition of the grantee's eligibility for a radio or television Community Service Grant (CSG).** Completed by ALL WBHM Employees by 10/01/2020 deadline. WBHM used the CPB Provided Navex Global Training service. **S/T**
- **UAB implemented an online harassment-prevention education program that will establish a common definition of inappropriate behavior.** All UAB Exempt and Non-Exempt faculty and staff are to complete the interactive course within 60 days. WBHM Staff completed the training via the UAB E-Learning system throughout the year. **S/T**
- **UAB/PCI Training** for All WBHM Employees. **S/T**
- **UAB/Cultural Awareness Building Blocks: Part 1**, completed by All WBHM Employees. **S/T**

**Outreach Events that Station Staff attended or participated virtually.**

### **Outreach & Recruitment**

**11/12/2020-NPR Intern/Temp Networking Fair** Virtual Event NPR's internal fall networking fair that NPR organizes three times a year for our current intern class and any active temporary employees working at NPR.

Priska Neely: WBHM Gulf State Newsroom Staff, Gigi Douban, WBHM News Director, Kim Homer Office Manager. **C/O**

**2/11/2021 Leadership Birmingham panel-Leadership Birmingham classes,** Reporter Mary Scott Hodgins appeared as a guest panelist for a Leadership Birmingham discussion on health/science and the pandemic. She shared insights into her news reporting.

Attended by Mary Scott Hodgins and Gigi Douban. **C/O**

**3/19/2021 Birmingham Business Journal Career Fair-** Career fair sponsored by Birmingham Business Journal. Audrey Atkins, Michael Krall **C/O**

**3/31/2021 Public Media Career Fair Public media virtual career fair** hosted by Current.

Gigi Douban, Priska Neely, Michael Krall **C/O**

**04/28/2021- Solutions Journalism Network: Asset-Framing Pilot Training** Virtual Priska Neely attended a special, invite-only session to pilot a training program in development by the Solutions Journalism Network. **C/O**

**5/10/2021- National Press Club Institute: What hiring managers want you to know.** Hiring managers from across the industry share insights with participants' eager to jumpstart their job searches. Priska Neely: panelist **C/O**

**08/5/2021- Journalism on the Ground Virtual Outreach & Recruitment** This panel will explore perspectives and experiences from journalists working in different mediums during this past year of unprecedented turmoil. **C/O**

### **The following listings are a record of WBHM Employee's Group training Seminars/Webinars:**

**11/17/2020- Jeff Rowe presentation to Leadership** Team-Zoom Professional Development Results of WBHM Deep (listening) Dive -- analysis of WBHM on improving audience, growing members and increasing revenue. Chuck Holmes, Will Dahlberg, Audrey Atkins, Gigi Douban **P/D**

**01/26/2021- Understanding Bias in Fundraising** Webinar: Understanding Bias in Fundraising As human beings, and professionals, bias is part of who we are and how we navigate the world. In what ways is bias helpful - and harmful - as you work with donors and sponsors? How can we better navigate relationships with supporters while recognizing our own beliefs? How might we set better boundaries and expectations around these critical interactions? Diana Beattie and Will Dahlberg **P/D**

**08/3-5/2021 Brave Talk: Public Media Women in Leadership Conference** Virtual  
Cody, Mary Scott, Janae, Sabrina, Karma, Audrey, Diana, Caroline, Miranda, Ann, Priska  
Session 1: Leadership Re-Imagined  
Session 2: Returning to the Office - Let's talk mental health  
Session 3: The Women of Frontline  
Session 4: Lessons Learned ft. Trailblazing Leaders  
Session 5: Shattering the Glass Ceiling  
Session 6: Upcoming Public Media CEO/COO Boot Camp **P/D**

**9/21/0021-A.L.I.C.E. Active Shooter Training Part I**, In person training In person presentation at WBHM by the UAB Police Department Staff Training, This first part of the active shooter training with UAB involved talking about common active shooter scenarios, statistics, and general information to be aware of. It also included a Q&A with the police officer that led the training. It helped in preparation for the hands-on second portion of the training. **Attended by ALL WBHM Employees P/D**

**10/6/2021-A.L.I.C.E. (Active Shooter Training) Part II**, In person training Active shooter training, The UAB Police Department provided an in person training, that included running drills and scenarios for an active shooter in our workplace. This involved hands on involvement from everyone in attendance, Q&A with the presenter, as well as reflection exercises afterwards. **Attended by ALL WBHM Employees P/D**

**The following listings are a record of WBHM Employee's Training, Individual Outreach, Mentoring and Professional Development that are part of the WBHM EEO Program.**

**Ann Alquist Executive Director WBHM attended the following outreach conferences and training Seminars/Webinars**

**9/15,29/0021 and 10/27/2021-Leadership EDGE New Manager Training at UAB. Live P/D**

**10/11-13/2021-Station Resource Group Station Manager Retreat. Live-Public Radio**

Managers from around the country met to discuss Public Radio and strategy's for success in the coming months. **P/D**

**11/08/2021-Young Men's Business Club of Birmingham. "The Future of Local News" Virtual**, Roundtable of GM's, News Directors in the Birmingham area discuss the importance of local news. Ann was a speaker for the event. **C/O**

**Audrey Atkins, Director of Community Engagement attended the following outreach conferences and training Seminars/Webinars.**

**4/1/0021-10/1/0021-Mentor**, I served as a mentor through Momentum Women's Leadership's 6-month mentor program. I've meet almost weekly with a young woman who is in the early years of her marketing and PR career to offer advice, counsel, and insight into her career and future. **M/O**

**6/30/0021-GREATER PUBLIC WEBINAR: AUDIENCE-CENTERED CULTURE, WEBINAR P/D**

**6/30/0021-UAB COMMUNITY ENGAGEMENT COUNCIL**, This is a university-wide council to examine and develop community engagement initiatives across campus -- students, faculty, and staff -- and to develop strategies for letting local agencies know that UAB is a resource for them to gain volunteers. **P/D**

**6/28/0021-ALLEGIANCE TRAFFIC TRAINING**, THIS IS ALLEGIANCE TRAFFIC TRAINING FOR NEWLY-HIRED KARMA TOLLIVER BUT ATTENDED AS A REFRESHER BY ALL SALES/ TRAFFIC STAFF **P/D**

**7/21/0021-PMDMC: CRM Platforms**, PMDMC session where Amasico was part of the panel of speakers. **C/O and P/D**

**7/15/0021-BOARD RETREAT -- THE WOMEN'S NETWORK**, THIS WAS A STRATEGY MEETING FOR THE BOARD OF TWN, OF WHICH I AM THE PAST PRESIDENT **C/O**

**8/27/0021-PRSA's Industry Chat – Nonprofit**, I was part of a panel discussion for the Public Relations Society of America | Alabama Chapter's monthly round table discussion and spoke on public relations issues for nonprofits during the pandemic. **C/O**

**9/1/0021-Community Engagement Council Subcommittee Meeting**, This is a university-wide council to examine and develop community engagement initiatives across campus -- students, faculty, and staff -- and to develop strategies for letting local agencies know that UAB is a resource for them to gain volunteers. **C/O**

**9/22/0021-12/8/0021-UNDERWRITING SALES COHORT**, This is an underwriting sales cohort led by Beverly James that meets every Wednesday. WBHM and two other stations are involved. The purpose is to learn how to grow our underwriting revenue. **P/D**

**10/7/0021-GREATER PUBLIC ROUND TABLE: PUBLIC MEDIA MARKETING**, THIS IS A MEETUP WITH OTHER STATION MARKETERS TO SHARE IDEAS AND RESOURCES **M/T**

**1/2021-12/2021 The Women's Network-2nd and 4th Tuesday**, Monthly meetings of TWN **C/O**

**Sabrina Balch, Membership Manager WBHM attended the following outreach conferences and training Seminars/Webinars..**

**11/12/2020, Strategy for Post-Election and Year-End Fundraising-Greater Public Fundraising Webinar** **P/D**

**7/13/2021- PMDMC Webinar Diversity in Pledge - building a diverse donor base through on-air fundraising** **P/D**

**7/22/2021- PMDMC Webinar: Membership - Blaze your own trail** **P/D**

**7/22/2021- PMDMC Webinar: DEI - diversifying fundraising efforts** **P/D**

**9/1/2021- Greater Public Webinar: Fall 2021 On Air Fundraising Kick Off**, On air fundraising webinar for Fall 2021 hosted by Greater Public **P/D**

**9/10/2021-Public Media for All - Monthly Cohort Call**, virtual, A diverse coalition of public media workers, led by people of color. We are raising awareness of the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individuals and organizations. Diversity, equity and inclusion at every level and in every facet of public media is essential for ensuring meaningful service to all. Monthly PMFA cohort. Sabrina & Michael K begin attending monthly in September. **P/D and C/O**

**11/3/2021-CYE 2021 On-Air Fundraising Kick-Off**. Webinar, Join in your colleagues for an insightful conversation that will help prepare you to meet your donor and revenue goals. Learn what your colleagues have planned, share your plans, and get valuable information and perspectives on your most pressing questions. **P/D**

**Diana Beattie, Sustaining Membership Coordinator attended the following outreach conferences and training Seminars/Webinars.**

**2/2/2021- CDP Webinar: State of Fundraising – 2020 Q3 CDP P/D**

**2/17/2021- Spring 2021 On-Air Fundraising Kick-Off Greater Public Webinar P/D**

**9/1/2021- Greater Public Webinar: Fall 2021 On Air Fundraising Kick Off**, On air fundraising webinar for Fall 2021 hosted by Greater Public **P/D**

**10/19/2021-Q2 2021 State of the System Webinar**, Quarterly updates from CDP on public media data and trends for Q2. Professional Development 2021 has been a year of uncertainty for many stations. For public media, stations are focused on holding onto the 2020 gains of donors & revenue. In this webinar, President of CDP, Michal Heiplik & Senior Director of Fundraising Strategy, Daren Winckel will dive into the state of the system for Q2 2021. They will explore different topics like what stations need to focus on in 2021, ideas for digital audiences to engage radio stations. **P/D**

**William Dalhberg, Deputy Director WBHM attended the following outreach conferences and training Seminars/Webinars.**

**12/16/2020- NPR Pubmetrics Fall 2020 Audience Trends Webinar:** This webinars contain information to inform our own audience data and trends, including a variety of learning components. **P/D**

**01/22/2021- Public Media for All and Eastern Region Public Media:** This webinar was hosted by Eastern Region Public Media with the "Public Media for All" group. It was an open forum to



learn about PMA's efforts with DEI work, an opportunity to ask questions, as well as discuss issues we were facing at our own stations. **P/D**

**01/27/2021- USA Webinar: PPP Loans for University & Institutional Licensees**, Webinar

"Everything You Want to Know About PPP Loans for Institutional Licensees but Had No One to Ask! Webinar panelists with knowledge, insight and experience with the SBA PPP program will specifically address the needs and issues of not-for-profit institutional licensees – universities, colleges, school districts, libraries, and perhaps others hoping to apply for a Paycheck Protection Loan. **P/D**

**01/27/2021- Introduction to Financial Reporting to CPB:** Webinar A refresher course on financial reporting to CPB for our Community Service Grant, including recent updates for our upcoming grant reporting year. **P/D**

**02/2/2021- What is NFFS?** Webinar This is a training webinar on NFFS with CPB. Took this as a refresher course and to watch for any updates impacting WBHM and our current grant reporting. **P/D**

**02/11/2021- Greater Public Video Roundtable:** Planned Giving Marketing Roundtable Virtual Several stations shared how they market their planned giving program. There was also a Q&A period where people talk strategy and tactics for how to get started. **P/D**

**05/26/2021- The Way We Work Now Virtual "Description:** It's been 14 months since COVID-19 forced public media organizations to send their employees home and quickly expand services to their communities. The impact was everywhere: New content. New technologies. New workflows. New fundraising and engagement strategies. Join us as two leaders share how their stations adapted in the face of unimaginable challenges. What does return to the office look like? Has the pandemic made lasting changes to the way public media works?

Host: Karen Everhart, Managing Editor, Current

Guests: Amy Shaw, President & CEO, Nine PBS Caryn Mathes, General Manager, KUOW **P/D**

**0/19/2021-Pathways to Philanthropy:** Funding Local Journalist, Webinar, How much of your journalism can be funded through philanthropic support from your audience, donors and foundations? The Local Media Association will share key insights from its inaugural "Lab on Journalism Funded by Philanthropy" including essential elements of a successful philanthropy pitch, mistakes to avoid, and case study examples from publishers. What's clear from the success of the LMA Lab is that philanthropy can be one pillar for funding local journalism going forward. Host: Mariana Dale of KPCC-FM. Guests include Frank Mungeam, Chief Innovation Officer, Local Media Association. **P/D**

**10/19/2021-Q2 2021 State of the System Webinar**, Quarterly updates from CDP on public media data and trends for Q2. Professional Development 2021 has been a year of uncertainty for many stations. For public media, stations are focused on holding onto the 2020 gains of

donors & revenue. In this webinar, President of CDP, Michal Heiplik & Senior Director of Fundraising Strategy, Daren Winckel will dive into the state of the system for Q2 2021. They will explore different topics like what stations need to focus on in 2021, ideas for digital audiences to engage radio stations. **P/D**

**10/12/2021-Balancing Multiple Roles as a Leader**, LinkedIn Learning Online training webinar In this course, leadership expert Sara Canaday dives into the different roles leaders play—from manager to motivator—and shares strategies that can help you effectively balance them for greater success. Discover how to assess what each of your leadership roles require and move seamlessly between each one." **P/D**

**Ebonee Hamilton, Office Manager attended the following outreach conferences and training Seminars/Webinars.**

**09/09/2021-** CSG (Council of State Governments) Requirements & Resources **P/D**

**09/30/2021-**Intro to Financial Reporting, CPB financial reporting walk through **P/D**

**Matthew Hancock, Audio Engineer attended the following outreach conferences and training Seminars/Webinars.**

**4/21/2021-** Dante A/V Webinar Virtual Attended webinar teaching the implementation of Dante for A/V systems. **P/D**

**8/24/2021-** SBE Webinar - WEB RTC: The future of communications **P/D**

**Michael Harrington, Digital Marketing Specialist attended the following outreach conferences and training Seminars/Webinars.**

**7/13/2021-Becoming Audience-Centered: Projects and Products to Grow, Engage, and Monetize**, Video Seminar, Presentation from experts for tangible examples of how to start becoming an audience-centered organization poised for digital growth, both in terms of audience diversity and trust. **P/D**

**Mary Scott Hodgin, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

**2/11/2021-Leadership Birmingham COVID-19 Panel**, Zoom, I Moderated a Zoom panel discussion for Leadership Birmingham Outreach & Recruitment and Led a panel discussion with public health experts about COVID-19 and vaccine updates. **C/O**

**11/15/2021-Global Ties Edward Murrow Presentation** Virtual, Edward R. Murrow Program for Journalists – Media Responsibility in an Age of Disinformation – A Multi-Regional Project

Spoke to a group of international journalists about media accountability, covering COVID-19 and investigating state prisons. **C/O**

**Michael Krall, Program Director attended the following outreach conferences and training Seminars/Webinars**

**12/16/2020- Pubmetrics Fall 2020 + Elections Audience Trends Virtual--**A biannual summary of audience insights and trends across 200+ stations. We will provide an overview of the growth and shifts in audience behavior this year and answer key strategic questions related to streaming, on-demand, and web content. We'll also include a recap of the election and how it impacted audiences across platforms. **P/D**

**2/4/2021, 4/1/2021, 6/3/2021, 10/7/2021- PRPD News/Talk monthly meet-up Virtual** Discussion among peers about issues/solutions related to programming. **P/D**

**3/30/2021- Field Notes from The Frontlines: The Diversity, Equity & Inclusion Movement In Public Media Virtual--**Following up on the Day of Action and Education that took place on November 10 – Public Media for All (PMFA) is raising awareness and offering solutions to the lack of diversity, equity, and inclusion in public media. Diversity, equity, and inclusion at every level and in every facet of our industry are essential for ensuring meaningful service to the communities that support and rely on public media. **P/D**

**4/14/2021- Fall 2020 Broadcast Ratings & NPR50 Preview Virtual--** Stations have regained some of the audience they lost at the start of the pandemic. In this webinar, we'll review details of the Fall 2020 broadcast audience recovery and review some overarching trends and best practices across all platforms. Looking ahead, we'll then review the upcoming NPR50 anniversary in May and outline what broadcast, promotional, and fundraising elements you can expect to capitalize on the moment. **P/D**

**5/25/2021- PubMetrics Spring 2021 Virtual--** Biannual summary of audience insights and trends across 200+ stations. We will provide an overview of the current status of digital station audiences and shifts in user behavior this year. Additionally we'll provide a resource for you to compare your station to the network and answer key strategic questions related to streaming, on-demand, and web content.

**6/8/2021- Listening Up: How WFAE made inclusion the north star of its content strategy.** Virtual, People of color are the majority in Charlotte, North Carolina, but you wouldn't have known that a few years ago if you tuned into to WFAE-FM or visited wfae.org. That is changing, ever since WFAE embarked on an ambitious journey to look and sound like the community it is licensed to serve. The strategy required the station to humbly open minds, ears and doors, and change the way it thinks about itself as a news organization. Just how has

WFAE reached beyond the traditional “core” audiences of public media to understand and meet the information needs of people in their region? **P/D**

**7/30/2021-** PRPD: Making the Most of On-Air Promotion Virtual-- Your promotional inventory is one of the most important levers you can pull to drive listening to key dayparts. In this session, you will learn how to create an on-air promotion plan and manage the demands for promotional inventory across your organization. **P/D**

**8/6/2021-** PRPD: Spring Training -- Understanding Your Inventory Virtual--Airtime is a valuable commodity and it needs to be managed appropriately. There should be a smart balance of underwriting and promotional inventory with enough time to deliver local information that is important to your audience. In this session, you will learn how to map all your inventory and conduct regular audits to ensure it is being well managed. **P/D**

**8/10/2021-** Share of Ear Update Staff Virtual-- To say that audience habits and routines have changed over the last year and a half is an understatement. Join the Edison Research and NPR Audience Insights team for a summary of the latest Share of Ear® report, providing findings and trends on the share of listening across all audio platforms. After decades of researching audio platforms, the Edison team is able to offer an in-depth and holistic presentation on the listening landscape. **P/D**

**8/19/2021-Evolving the Way We Measure Loyalty on Station Websites,** Zoom, In this analytics webinar, we'll dive deeper into a concept we discussed during the last Pubmetrics webinar: how we must evolve our methods of thinking about website audiences and especially loyal audiences as technology and user behavior continue to shift. We'll also touch on some measurement changes for station content on NPR One. **P/D**

**9/10/2021-Public Media for All - Monthly Cohort Call,** virtual, A diverse coalition of public media workers, led by people of color. We are raising awareness of the negative effects of a lack of diversity, equity and inclusion in public media, and sharing solutions for individuals and organizations. Diversity, equity and inclusion at every level and in every facet of public media is essential for ensuring meaningful service to all. Monthly PMFA cohort. Sabrina & Michael K begin attending monthly in September. **P/D**

**9/22/2021-Cultural Lens Film & Speaker Series: Clint Smith,** Zoom, Clint Smith is a staff writer at The Atlantic, host of the YouTube series Crash Course Black American History, and author of the recently released #1 New York Times Bestseller, How the Word Is Passed: A Reckoning With the History of Slavery Across America. Join us as we invite him to discuss the brutal history of the slave trade and how it has been deeply imprinted on today's society whether it is in places we might drive by on our way to work, holidays such as Juneteenth, or entire neighborhoods. **P/D**

**9/30/2021-A Road to Pluralism: How journalists can strengthen trust across the political spectrum**, Zoom, A Road to Pluralism: How journalists can strengthen trust across the political spectrum and Ideas plus peer examples of how to strengthen trust among listeners.

**10/20/2021-Spring 2021 Broadcast Ratings & Digital Listening Trend**, Zoom, Spring 2021 Broadcast Ratings & Digital Listening Trend. Over the last year and a half, we have witnessed dramatic changes in audience habits due to the pandemic. Are these changes here for good? Data reveals a “new normal” of listening levels and a breakdown of audience service needs. NPR staff will review broadcast data and digital listening trends from spring 2021, as well as share promo strategy updates for 2022. **P/D**

**Darrell McCalla, WBHM Director of Technology attended the following conferences and training Seminars/Webinars.**

**10/2021-** (NAB) National Association for Broadcasting Via Zoom and on Demand **P/D**

**10/2021-** (PREC)Public Radio Engineering Conference, On Demand Engineering Topics. **P/D**

**10/2021-** Nautel User Group, Via Zoom **P/D**

**2/8/2021-Darrell McCalla elected to the Board of Director of the “Association of Public Radio Engineers” (APRE), 4 year term**

**On Demand SBE and LinkedIn Learning Webinars throughout the year, all are P/D**

**IP Networking Part 2/ Wayne Pecena**

**Broadcast Infrastructure Cybersecurity Webinar Series** By: Wayne Pecena

**Module 1 will be an introduction to cybersecurity in the broadcast plant** as well as an overview of the security policy. Module 1 also covers structured security implementation and hardening the broadcast IP Network.

**Module 2:** Understanding the Firewall,

**Module 3:** Understanding Secured Remote Access,

**Module 4:** Security Verification Through Penetration Testing

**07/22/2021- Docker for Win10** by: David Davis **LinkedIn Learning**

**07/22/2021-** IP Network Monitoring The 2021 IP Networking series continues with Module 7: IP Network Monitoring. Part 7 of the series will focus on understanding IP network monitoring and support.

**08/19/2021-** IP Network Troubleshooting The 2021 IP Networking series continues with Module 8: IP Network Troubleshooting. Part 8 of the series will focus on understanding IP network troubleshooting.

**IPv6 for Broadcasters/ Wayne Pecena:** More and more content consumers are turning to the Internet in their consumption of broadcaster content. This increased use of the Internet has also driven expansion of the Internet. Much of the expansion is occurring in an IPv6 only environment due to the shortage of conventional IPv4 address space.

**C-Band in the New Shared Environment/ Mark Johnson, CSRE**

In 2018, the FCC began a process that will transition 60% of the C-band bandwidth to the mobile broadband companies. It is critical for each broadcaster to understand the process and stay informed.

**Learning Kubernetes LinkedIn Learning**

By: Karthik Gaekwad

**Learning Linux Command Line LinkedIn Learning**

By: Scott Simpson

**VMware vSphere 6.5 Essential Training Part 1 LinkedIn Learning**

By: Rick Crisci

**SIP Module 1 - Introduction to Voice Over IP/SIP Technology Systems 09-16-21**

Module 1 starts this four-part SIP series and is designed specifically to provide introductory knowledge of VoIP and related protocols as they relate specifically to broadcast applications.

**Priska Neely, Gulf States Newsroom Managing Editor, attended the following outreach conferences and training Seminars/Webinars**

**12/2/2020-** The Institute for Journalism & Natural Resources Gulf of Mexico Virtual Workshop Virtual Over the course of a two-day online workshop, participating journalists will explore how this vibrant, often unappreciated, ecosystem supports and is shaped by human activity  
**P/D**

**02/25/2021-** It's All Journalism Podcast Virtual Outreach & Recruitment, Interviewed on It's All Journalism podcast about the work of the Gulf States Newsroom Guest: Priska Neely **C/O**

**04/28/2021-** Solutions Journalism Network: Asset-Framing Pilot Training Virtual Priska Neely attended a special, invite-only session to pilot a training program in development by the Solutions Journalism Network. **P/D**

**08/5/2021-** Journalism on the Ground Virtual Outreach & Recruitment This panel will explore perspectives and experiences from journalists working in different mediums during this past year of unprecedented turmoil. **P/D**

**8/4/2021-Brave Talk - Lessons Learned ft. Trailblazing Leaders,** Zoom-Public Media Women in Leadership panel with female CEOs. Moderated panel **O/R**

**8/5/2021-Speaking to journalism class at Stanford University,** Zoom-Perspectives of journalists on the ground during events of the past year+, how the profession has and continues to change. **O/R**

**11/11/2021-Speaking to UAB Public Service Class** In-person Q&A      Speaking to UAB students —mostly political science majors — about the role of public service journalism and how to get into the field. Speaking to UAB students about the role of public service journalism. **O/R**

**Andrea Blackert Owens, Program Manager GSNR attended the following outreach conferences and training Seminars/Webinars**

**10/8/2021-Cultural Awareness Building,** Webinar to bring awareness to personal bias in the workplace webinar held by UAB DEI **P/D**

**9/7/2021-Cultural Awareness Building Blocks: Part 1 (Video),** Video on multicultural awareness **P/D**

**Janae Pierre, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

**1/29/2021-Social Media & Best Practices-**webinar, Social media tips for journalists In this session, we reviewed tips for optimizing social media output, including crafting and distributing shareable content on platforms, engaging followers and maximizing reach. **P/D**

**4/1/2021-Writing for Digital,** webinar-This training session, hosted by WWNO's Ashley Dean, touched on ways to make web stories shine. We went over best practices for approaching digital stories, tips for writing up breaking news quickly and common grammar traps to avoid. **P/D**

**4/1/2021-Hurricane Season Prep,** webinar- Tips for reporting during hurricane season. NPR's Greg Allen, NPR's Rebecca Hersher, WWNO's Travis Lux – share their expertise on things like

what to have in your go-bag, the role of climate change and how we can plan ahead to be prepared for coverage. **P/D**

**5/14/2021-Alabama Power Outage Map**, Webinar-A look at reporting power outages in Alabama Officials with Alabama Power walk journalists through different ways to navigate its online outage maps. **P/D**

**6/10/2021-Audio Production Training**, webinar- Producers walk through the dos and don'ts of audio production. NPR's Argin Hutchins as well as KUT's Leah Scarpelli and Matt Largey hosted a Brown Bag on Audio Production: Conversations ranged from mixing, pacing, cleaning audio and editing. **P/D**

**6/23/2021-Voice Training, webinar-** Jessica Hansen, voice of NPR underwriting, hosted a training on how to use your voice to its best advantage on air. **P/D**

**8/17/2021-Birmingham Mayoral Debate-** Virtual debate- An online debate between Birmingham's mayoral candidates. Janae Pierre moderates debate between Birmingham's mayoral candidates. The event was a partnership with other media outlets. Including WBHM, AL.com, Birmingham Times and CBS 42. **C/O**

**10/24/2021-IACP Conference-**Panel discussion, Table Talk: Food & Civil Rights, Janae Pierre moderated a panel discussion on the history of food and civil rights in Birmingham. **C/O**

**10/24/2021-International Association of Culinary Professionals Conference**, Table talk session. This conversation delves into the fascinating history and relationship between food and civil rights, yesterday and today. IACP is a powerful and impactful culinary professional organization with food media, food writers, reporters, chefs, artisan food producers, marketers, cooking school owners and teachers, food photographers and food stylists, food influencers, to name a few of our professions, all working to make a difference through the universal language and love of food. **C/O**

**Amasico Rainer, Corporate Account Executive attended the following outreach conferences and training Seminars/Webinars**

**7/21/2021-PMDMC: CRM Platforms**, PMDMC session where I was part of the panel of speakers. Webinar, CRM (Customer Relationship Management) platforms are an important tool for managing and optimizing sponsorship, especially as they provide new ways to automate and interface with social media. Learn from four markets about their experience with new CRM platforms: \*\* \*\*Efficio, Salesforce, Monday.com, and Pipedrive\*\*. **C/O**

**9/22/2021-Sales Training Cohort with Beverly James**, Zoom, Weekly underwriting/sales training for community radio stations, Ongoing Weekly underwriting/sales training for community radio stations **P/D**



**Cody Short, Local Government & Communities Reporter attended the following outreach conferences and training Seminars/Webinars**

**8/17/2021-Birmingham Mayoral Debate-** Virtual debate- An online debate between Birmingham's mayoral candidates. Janae Pierre moderates debate between Birmingham's mayoral candidates. The event was a partnership with other media outlets. Including WBHM, AL.com, Birmingham Times and CBS 42. Cody participated **C/O**

**10/16/2021-Health and Wellness Fair,** I Moderated a panel of Covid-19 Long Haulers Health and Wellness Event hosted by Alpha Kappa Alpha Sorority Inc. **C/O and M/O**

**Caroline Lopez-Spears , Traffic Coordinator attended the following outreach conferences and training Seminars/Webinars**

**1/11/2021-** Professional Sales Certificate Program Pt 1 & 2, Professional Selling course, Introduction to Human Communication and Medical Device Selling **P/D**

**5/5/2021-** The Great Corporate Support Pivot with Paul Jacobs Virtual Sales team challenges during COVID **P/D**

**5/26/2021-Spring Training: Great Copy,** Sponsorship copy script techniques **P/D**

**7/21/2021-Sponsorship CRM Platforms: New Options and Optimization,** Webinar, CRM (Customer Relationship Management) platforms are an important tool for managing and optimizing sponsorship, especially as they provide new ways to automate and interface with social media. Learn from four markets about their experience with new CRM platforms:\*\*

**\*\*Efficio, Salesforce, Monday.com, and Pipedrive\*\*.** **P/D**

**Karma Tolliver, Corporate Account Executive attended the following outreach conferences and training Seminars/Webinars**

**6/28/0021 7/1/0021 ALLEGIANCE TRAFFIC TRAINING,** THIS IS ALLEGIANCE TRAFFIC TRAINING and REFRESHER BY ALL SALES/TRAFFIC STAFF **P/D**

**6/29/2021- Soft Skills for Sales Professionals LinkedIn content,** soft skills for sales professionals **P/D**

**7/1/2021- Sales: Closing Strategies** LinkedIn content on sales closing strategies **P/D**

**7/6/2021- Unconscious Bias** LinkedIn Learning content, Unconscious Bias Training **P/D**

**7/8/2021-Showing up Authentically At Work,** LinkedIn Learning, Sharon Salzberg, Susan David, Michelle Lederman and Annie Duke content about finding real happiness at work, affirming your values and dealing with difficult situations **P/D**

**7/21/2021-Sponsorship CRM Platforms: New Options and Optimization,** Webinar, CRM (Customer Relationship Management) platforms are an important tool for managing and optimizing sponsorship, especially as they provide new ways to automate and interface with

social media. Learn from four markets about their experience with new CRM platforms:\*\*  
\*\*Efficio, Salesforce, Monday.com, and Pipedrive\*\*. **P/D**

**7/28/2021- Code Switch Broadcast Launch Webinar** Code Switch/Life Kit broadcast launch webinar prior to August launch **P/D**

**8/2/2021-Qualitative Fundamentals** Nielsen Learning qualitative fundamentals, qual. data benefits and services and the qual. diary in terms of Scarborough survey **P/D**

**8/3/2021- Tapscan 103 with Nielsen Virtual Learning** about Instant Qualitative Profile (IQP) building through Tapscan **P/D**

**9/28/2021-Marketing 204: Overcoming Objections: Nobody Listens To Radio Anymore-** Tapscan/Nielsen webinar **P/D**

**9/29/2021- Tapscan Target Profile Report**, Webinar on Scarborough data, Tapscan target profile report **P/D** 10/27/2021

**8/3/2021-WBHM Greater Public Tour**, Webinar Tour of online resources available with Greater Public membership **P/D**

**8/24/2021-AUDIO 101: Understanding Audio Terms of the Trade**, Webinars, Nielsen training of understanding audio terms of the trade **P/D**

**8/24/2021-AUDIO 102: eBook Exploration**, Webinar, Learning to explore the Nielsen eBook **P/D**

**8/31/2021-On-Air Pitch Training**, In Person training/refresher for on-air pitching for live fundraising **P/D**

**9/22/2021-Sales Training Cohort with Beverly James**, Zoom, Weekly underwriting/sales training for community radio stations, Ongoing Weekly underwriting/sales training for community radio stations **P/D**

**9/29/2021-Greater Public Video Roundtable: Digital Sponsorship Inventory Think Tank**, Zoom, Digital inventory management and develop some new products for our underwriters and sponsors **P/D**

**9/30/2021-Greater Public Video Roundtable: Classical Station Corporate Support**, zoom **P/D**

**11/18/2021-Tapscan 105 Scheduling- Webinar** Tapscan scheduling training. In this class, you will learn how to create a basic schedule for your client in TAPSCAN. **P/D**

**11/18/2021-Focus on Digital Fundraising**, Webinar, This Current webinar explores barriers to improving the online donation experience for donors to public media stations and presents strategies for breaking through those barriers. Our panelists will share insights from their work inside and outside of public media: Melanie Coulson, Executive Director for Member Station Services at Greater Public, who oversaw a 2020 study of stations' digital fundraising practices; Jamie Siegel, Director, eCRM & Digital Marketing at Chicago Public Media (WBEZ), whose station scored the highest in the Next After Institute of Online Fundraising's analysis; and

Yoonhyung Lee, formerly of KQED, who has built and improved digital fundraising programs for the Smithsonian and clients of M+R, where she is a senior VP. **P/D**

**Andrew Yeager, Host/Reporter attended the following outreach conferences and training Seminars/Webinars**

**4/1/2021-Writing for Digital Training** Webinar, Training provided by WWNO staff about news writing for the web **P/D**

**6/10/2021-Audio production training** webinar Training on audio production offered by the Texas Newsroom **P/D**

**6/22/2021-Public Media Journalists Association Conference** webinar Annual conference for PMJA featuring speakers on an array of topics. **P/D**

**7/24/2021-Host Training**, Webinar, Training for hosts offered by HostCon for Morning Edition hosts **P/D**

**11/5/2021-Talk to third graders at Advent Episcopal School**, In-person presentation. Talk and demonstration about radio reporting given to third graders at Advent Episcopal School in Birmingham. **O/R**